

Rep Order# 7892223 Ver# 13 Status Revised  
EC'd Yes

Traffic Order# 935170

Printed: 08/02/2012 3:24 PM  
Last Received: 08/02/2012 3:12 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY  
Advertiser ( ) MARTIN, ED  
Product MARTIN/AG/R  
Estimate# 724807  
Buyer MICHELE BROOKS  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E //724807  
Flight Dates 07/24/2012 - 08/07/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MEREDITH RADOW  
Salesperson Phone# 212-408-3622  
Salesperson FAX# 212-445-0968

-- CONTRACT COMMENT --

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

-- REMARKS --

8/2

REVISION

PLS SEE LN2 FOR 1X NA

PLS SEE LN25 FOR 1X MG

TTL REMAINS THE SAME

PLS CONFIRM, T/R ANDY FOR MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*2	M,W-F	6A-7A	NEWS	:30	\$300.00	07/30-08/03	2	1	2	\$600.00	
Rating: 3.8												
Sales Remark: V13 1X NA, MGED IN LINE 25												
V13 Comment Changed, Spots/week Changed												
	*25	M-TU	7A-9A	GMA	:30	\$300.00	08/06-08/07	1	1	1	\$300.00	
Sales Remark: V13 MG FOR SPOT MISSED IN LN2.												
V13 Added												

--REPORT TOTALS--

Report Totals: 3 / \$900.00

--SALES MONTHLY TOTALS--

Jul 12: 15 / \$1,980.00

Aug 12: 22 / \$15,000.00

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Station KMBG-TV KANSAS CITY  
Advertiser ( ) MARTIN, ED  
Product MARTIN/AG/R  
Estimate# 724807  
Buyer MICHELE BROOKS  
Phone#  
Fax#

Sales Totals: 37 / \$22,980.00

Station Totals: 37 / \$22,980.00

Lines not sent/rcld/rtrn: 0 / 0.00

--COMPETITIVE--

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
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Salesperson ( ) M/FREDITH RADOW  
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Market Totals	\$63,833	CABL	0%	CBIA	0%	INTA	0%	KCTV	20%	KCWE	0%
		KMBC	36%	KMCI	0%	KPKF	0%	KSHB	21%	KSMO	0%
		UNKN	0%	WDAF	19%						

Books null  
Demos RA35+